What is Claimed is:

1. In a driver that drives a display composed of EL elements on the basis of a video signal, an EL display driver characterized by comprising:

means for forming a non-luminescent state in all the EL elements utilizing a vertical blanking period of said video signal; and

correction means for correcting the luminance of said video signal such that the shorter a video display time period provided to the EL element becomes, the higher the input video luminance of the EL element becomes in order to form said non-luminescent state.

2. The EL display driver according to claim 1, wherein

said correction means comprises

an analog-to-digital converter for converting said video signal into a digital video, and

an operating unit for executing operation processing for correcting the luminance of said digital video.

3. The EL display driver according to claim 1, wherein

said correction means is composed of a variable gain amplifier receiving said video signal for amplifying the video signal with an arbitrary gain and outputting the

amplified video signal, and

said variable gain amplifier changes said gain on the basis of a vertical synchronizing signal in said video signal.

4. In an EL display that drives EL elements on the basis of a video signal, an EL display comprising:

a switch for discharging charges in a capacitor provided in each of pixels composed of said EL elements and displaying each of the pixels in black; and

control means for turning said switch on at timing a predetermined time period prior to the subsequent video writing into the pixel.

5. The EL display according to claim 4, wherein there is provided a vertical shift register for black display, and

a black writing start signal is inputted to the vertical shift register for black display at predetermined timing.

6. In a driver that drives a display composed of EL elements on the basis of a video signal, an EL display driver comprising:

means for forming a non-luminescent state in all the EL elements utilizing a vertical blanking period of said video signal;

an analog-to-digital converter for converting said

video signal into video data,

means for writing said video data into a memory;

means for reading out the video data from said memory

such that the direction of video supply in a one-field

video is reversed for each field; and

means for reversing the direction of video writing into said display for each field in correspondence with the reversal of said direction of video supply for each field.

7. The EL display driver according to claim 6, wherein

said direction of video supply and said direction of video writing are respectively reversed in units of lines in the one-field video.

8. The EL display driver according to claim 6, wherein

said direction of video supply and said direction of video writing are respectively reversed in units of pixels in the one-field video.